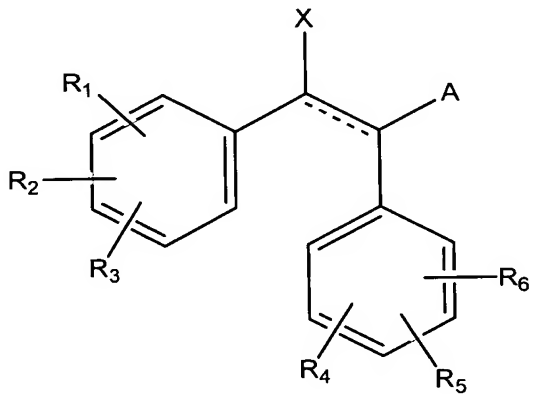
Amendments to the Claims:

The following claims will replace all prior versions of the claims in this application (in the unlikely event that no claims follow herein, the previously pending claims will remain):

1. (Withdrawn) A compound of the formula 1:



(I)

wherein the bond represented by the dotted line may be an optional double bond, and the geometry across the bond may be E or Z;

A = -COOR, -CONR'R", -CN, or -COR_7 wherein R, R', R" and R_7 are defined below;

X = OH, or C_2-C_{10} linear or branched alkenyl group, optionally substituted with COOR, carbonyl, or halo;

R = H or C_1-C_{20} linear or branched alkyl or aryl or aralkyl, or a pharmaceutically acceptable counter-ion;

R_1, R_2, R_3, R_4, R_5, R_6, and R_7 are independently H; C_1-C_{20} linear or branched alkyl or alkenyl groups optionally substituted; COOR where R is as defined previously; NR'R" or CONR'R", where R' and R" may be independently H or C_1-C_{20} linear or branched alkyl or aryl; OH; C_1-C_{20} alkoxy; C_1-C_{20} acylamino; C_1-C_{20} acyloxy; C_1-C_{20} alkanoyl; C_1-C_{20} alkoxycarbonyl; halo; NO_2; SO_2R'''; CZ_3, where each Z is independently a halo atom, H, alkyl, chloro or fluoro-substituted alkyl; or SR'", where R'" may be H or linear or branched C_1-C_{20} alkyl; or R_2 and R_3 together, or R_5 and R_6 together may be joined to form methylenedioxy or ethylenedioxy groups.

2. (Withdrawn) A compound according to claim 1 wherein A= -COOR.

3. (Cancelled).

4. (Withdrawn) A compound according to claim 1, wherein A = -COOR; R_3, R_5 and R_6 are H; R_4 is p-hydroxy; and R_1 R_2 together are 3,5-dimethoxy.

5. (Withdrawn) A compound according to claim 4, wherein R is H.

6. (Withdrawn) A compound according to claim 4, wherein R is Na+.

7. (Withdrawn) A compound according to claim 2, wherein R_4 is p-hydroxy; R_1 and R_2 together are 3,5-dimethoxy and the dotted line represents a double bond.

8. (Cancelled).

9. (Withdrawn) A pharmaceutical composition for the treatment of diabetes comprising a therapeutically effective amount of a compound of claim 1, or a mixture of compounds thereof, in a pharmaceutically acceptable carrier.

10. (Withdrawn) A composition according to claim 9 which is suitable for oral administration.

11-13. (Cancelled).

14. (Withdrawn) A composition according to claim 9, wherein R is H or Na+ and said double bond is in the E-configuration.

15. (Withdrawn) A composition according to claim 9, wherein R is H or Na+ and said double bond is in the Z-configuration.

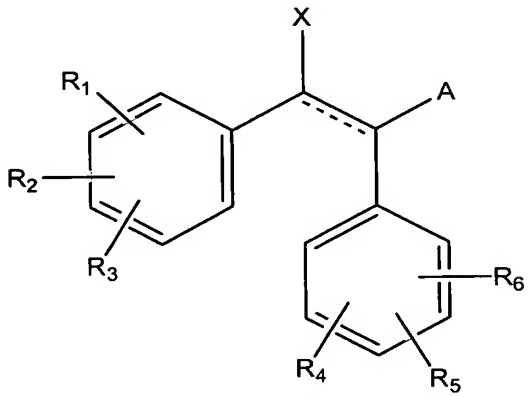
16. (Withdrawn) A composition according to claim 15, wherein R is Na+.

17. (Withdrawn) A composition according to claim 14, wherein R is Na+.

18. (Withdrawn) A composition according to claim 9, wherein said composition is suitable for oral administration.

19-23. (Cancelled).

24. (Currently amended) A compound of the formula 1:



(I)

wherein the bond represented by the dotted line may be an optional double bond, and the geometry across the bond may be E or Z;

A = -$COOR_8$ or -CONR'R", wherein R_8 is C_1-C_{20} linear or branched alkyl or aryl or arylalkyl, and R' and R" are defined below;

X = H, OH, or C_1-C_{10} linear or branched alkyl or alkenyl groups, optionally substituted with COOR, carbonyl, or halo, wherein R is H or C_1-C_{20} linear or branched alkyl or aryl or aralkyl, or a pharmaceutically acceptable counter-ion;

~~R_1, R_2, R_3, R_4, R_5, and R_6 are independently H;~~ is C_1-C_{20} linear or branched alkyl or alkenyl groups; COOR where R is as defined previously; NR'R" or CONR'R", where R' and R" may be independently H or C_1-C_{20} linear or branched alkyl or aryl; ~~OH;~~ C_1-C_{20} alkoxy; C_1-C_{20} acylamino; C_1-C_{20} acyloxy; C_1-C_{20} alkoxycarbonyl; halo; NO_2; SO_2R'''; CZ_3, where each Z is independently a halo atom, H, alkyl, chloro or fluoro-substituted alkyl; or SR'", where R'" may be H or linear or branched C_1-C_{20}

alkyl; ~~or R_2 and R_3 together, or R_5 and R_6 together may be joined to form methylenedioxy or ethylenedioxy groups;~~

R_2 and R_3 are independently H; C_1-C_{20} linear or branched alkyl or alkenyl groups; COOR where R is as defined previously; NR'R" or CONR'R", where R' and R" may be independently H or C_1-C_{20} linear or branched alkyl or aryl; C_1-C_{20} alkoxy; C_1-C_{20} acylamino; C_1-C_{20} acyloxy; C_1-C_{20} alkoxycarbonyl; halo; NO_2; SO_2R'''; CZ_3, where each Z is independently a halo atom, H, alkyl, chloro or fluoro-substituted alkyl; or SR'", where R'" may be H or linear or branched C_1-C_{20} alkyl; or R_2 and R_3 together may be joined to form methylenedioxy or ethylenedioxy groups;

R_4, R_5, and R_6 are independently H; C_1-C_{20} linear or branched alkyl or alkenyl groups; COOR where R is as defined previously; NR'R" or CONR'R", where R' and R" may be independently H or C_1-C_{20} linear or branched alkyl or aryl; OH; C_1-C_{20} acylamino; C_1-C_{20} acyloxy; C_1-C_{20} alkoxycarbonyl; halo; NO_2; SO_2R'''; CZ_3, where each Z is independently a halo atom, H, alkyl, chloro or fluoro-substituted alkyl; or SR'", where R'" may be H or linear or branched C_1-C_{20} alkyl; or R_5 and R_6 together may be joined to form methylenedioxy or ethylenedioxy groups;

or R_1, R_2, R_3, R_4, R_5, and R_6 are independently C_1-C_{20} alkanoyl of the form ~~a~~ COQ ~~group~~ wherein Q represents an alkyl or aryl group.

25. (Withdrawn) The compound of claim 24, wherein A is -CONR'R".

26. (Previously presented) A pharmaceutical composition for the treatment of diabetes comprising a therapeutically effective amount of a compound of claim 24, or a mixture of compounds thereof, in a pharmaceutically acceptable carrier.

27. (Previously presented) A composition according to claim 26 which is suitable for oral administration.

28. (Withdrawn) A pharmaceutical composition for the treatment of diabetes comprising a therapeutically effective amount of a compound of claim 25, or a mixture of compounds thereof, in a pharmaceutically acceptable carrier.

29. (Withdrawn) A composition according to claim 28 which is suitable for oral administration.

30. (Previously presented) The compound of claim 24 wherein A is $-COOR_8$.

31. (Previously presented) A pharmaceutical composition for the treatment of diabetes comprising a therapeutically effective amount of a compound of claim 30, or a mixture of compounds thereof, in a pharmaceutically acceptable carrier.

32. (Previously presented) A composition according to claim 31 which is suitable for oral administration.

33. (Previously presented) The compound of claim 30 wherein R_8 is a methyl group.

34. (Withdrawn) A compound selected from 3-(3,4-dimethoxy-phenyl)-2-(4-hyrdoxy-phenyl)-acrylic acid; 3-(3,4-dimethoxy-phenyl)-2-(4-fluoro-p-phenyl)-acrylic acid; 2-(4-acetylamino-phenyl)-3-(3,5-dimethoxy-phenyl)-acrylic acid or 3-(3,4-dimethoxy-phenyl)-2-(4-hyrdoxy-phenyl)-propionic acid.

35. (New) The compound of claim 30 wherein R_3, R_5 and R_6 are H; R_4 is 4-hydroxy; and R_1 and R_2 together are 3,5-dimethoxy.

36. (New) The compound of claim 32 wherein R_3, R_5 and R_6 are H; R_4 is 4-hydroxy; and R_1 and R_2 together are 3,5-dimethoxy.

37. (New) The compound of claim 36 wherein X is H and the bond represented by the dotted line is a double bond in the E configuration.

38. (New) The compound of claim 36 wherein X is H and the bond represented by the dotted line is a double bond in the Z configuration.